



A multi-step method for determining the marketplace motivation of customers to purchase an item such as a product, brand or service including eliciting from a group of customers analogies in some form associated with the item but not directed specifically to motivation, creating a database of the responses, evaluating the answers to derive meanings therefrom that relate to the item, using creative thinking techniques including word association, mind maps, analogies and metaphors, further comparing various derived meanings in light of directly relevant inquiries as to customer needs and wants.